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INTEGRATING UC TECHNOLOGY WITH SERVICE ORIENTED ARCHITECTURE

For enterprises that are implementing a Service Oriented Architecture (SOA) strategy and beginning to explore Unified Communications, there exists tremendous opportunities to create tighter integration between the enterprise core application/communication environments and core business processes amongst different silos within an organization.

Wikipedia: Service-Oriented Architecture (SOA) provides methods for systems development and integration where systems group functionality around business processes and package these as *interoperable services*. SOA also describes IT infrastructure which allows different applications to exchange data with one another as they participate in business processes. Service-orientation aims at a *loose coupling* of services with operating systems, programming languages and other technologies which underlie applications. SOA separates functions into distinct units, or services, which developers make accessible over a network in order that users can combine and reuse them in the production of business applications. These services communicate with each other by passing data from one service to another, or by coordinating an activity between two or more services. Many commentators see SOA concepts as built upon and evolving from older concepts of distributed computing and modular programming.

This is perfect framework for UC to work around, imagine a call coming in from a specific customer, from a specific phone number; the event is shared with an order processing application that would initiate quantity and product type based on the customer and the caller simply needs to accept or reject the request. Many core customer service, sales and support processes can not only be automated but also made extremely efficient and more effective based on the access of information amongst all applications integrated into your organizations core communication infrastructure. By embedding real-time communication capabilities into business processes, UC expands the reach of call centers, making a reality of first-call problem resolution for customers, partners, and enhanced capabilities.



To make this work not only should stakeholders around communications evaluate the process but also those involved in the current transformation to SOA environments within their organizations. They all need to look at:

- * UC and business process integration
- * The future role of UC in the current and future SOA strategy for the organization

Given the scope of benefits associated with tighter integration between enterprise applications, communications tools, and business processes, IT leaders must create alignment between application and infrastructure planning groups.



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